



# Balboa Village Implementation Plan



- City Council Revitalization Priority in 2011
- City Council Ad-Hoc Committee oversight  
Neighborhood Revitalization Committee (NRC)
- Citizen Advisory Panel (CAP) created by the NRC in  
June 2011 – 10 public meetings
- Purpose to identify a new vision and develop an  
implementation strategy to revitalize Balboa Village



# Key Issues/Opportunities



- Vision/branding
- Parking
- Planning & Zoning
- Appearance and Sense of Place



# Balboa Village Revitalization Area





# Market Analysis



- Keyser Marston and Associates prepared a market assessment.
  - *Constraints:* Population, geography, Intervening commercial opportunities, parking, entitlement process.
  - *Opportunities:* market support for small hotel and residential uses, residential use supports mixed use development, cultural catalysts needed, City owned property at Palm Street could be a catalyst development



# Brand Vision & Promise



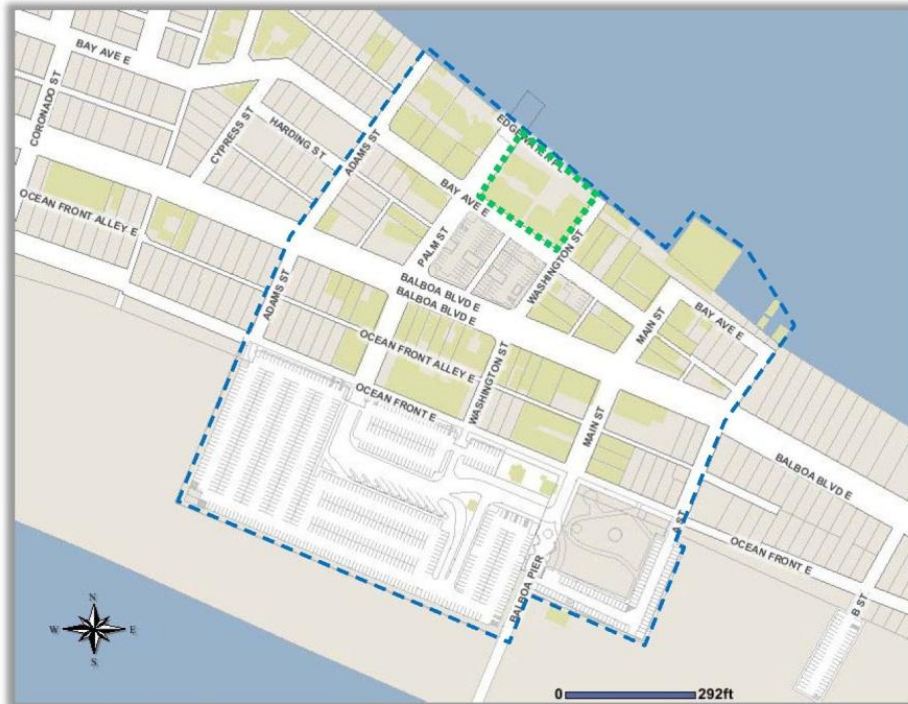
- Gary Sherwin of Visit Newport Beach conducted Vision/Brand identification and analysis – surveys were performed
- “Balboa Village Fun Zone” identified as a strong candidate name
- 2020 Brand Vision statement developed
- 2012 Brand Promise statement identified



# Expand the Fun Zone



- Expansion of the Fun Zone boundaries will have an impact on way finding and monument signage





# Economic Development Recommendations



- Develop and implement Commercial Façade Improvement Program
- Develop a Targeted Tenant Attraction Program
- Support new cultural amenities such as ExplorOcean and Balboa Theater
- Develop off-peak special events initiative for Balboa Village
- Create an off-peak season recreational vehicle use program in Balboa Parking Lot



# Economic Development Recommendations



- Allocate additional funding to BV B.I.D.
- Modify the boundaries of the BID to delete area between Adams and Coronado Streets.
- Consider future development on City-owned Palm Street parking lot - 3 options discussed
  - parking structure
  - small hotel over public parking
  - mixed-use





# Parking



- Village has large supply of parking, mostly off-street public spaces
- Supply is underutilized except for peak summer season
- Current parking pricing discourages use of off-street facilities
- Parking turnover is low
- Adequate parking exists for existing and future commercial uses if properly managed



# Parking Management



- Remove time limits for metered spaces and implement demand based pricing
- Establish a commercial parking benefit district
- Establish an Employee Parking Permit Program
- Establish a Residential Parking Permit Program (RPPP) to manage parking “spillover”





# Parking Management



- Designate Balboa Village as a shared parking district
  - Require new private parking be made available to public
  - Develop agreeable operating agreements for public use of private parking
  - Manage existing parking resources before building more parking
- Develop a coordinated way finding sign program
- Identify and implement improvements for bicycles



# Planning/Zoning Recommendations



- Zoning
  - Eliminate commercial parking requirements for new or intensified development
  - Eliminate in-lieu parking fee for Balboa Village and terminate current payee obligations.
  - Encourage mixed-use development
  - Continue code enforcement efforts
- Pursue Local Coastal Program



# Public Infrastructure & Administration



- Identify strategic improvements to enhance streetscape and way finding signs.
- Increase maintenance cleaning of streets, sidewalks and other public fixtures.
  - Assume more regular maintenance of Fun Zone Boardwalk
- Create a governance structure to oversee execution of recommendations.

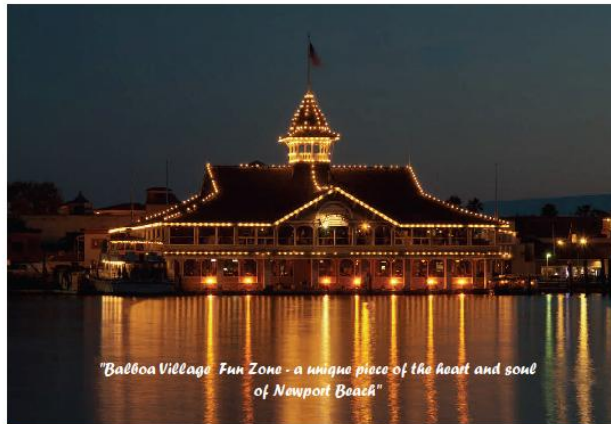


# Next Steps



- CAP approved – Completed
- NRC approved – Completed
- Harbor Commission Review – Completed
- Review by Planning Commission – July 19
- City Council Adoption – August 14

# Thank You!



*"Balboa Village Fun Zone - a unique piece of the heart and soul  
of Newport Beach"*

**City of Newport Beach**

## **BALBOA VILLAGE IMPLEMENTATION PLAN**

**May 2012**









# RPPP Parameters



- Eligibility: all residences, including rental property owners, and Bay Island residents
- City residents living on boats not eligible
- 4 permits per household; \$20 for first 2 permits; \$60 for 3<sup>rd</sup>; \$100 for 4<sup>th</sup> permit; Guest pass pricing TBD
- No parking 4pm – 9am, 7 days per week, excluding holidays – PERMIT HOLDERS EXEMPT
- Permits would not apply to West Balboa Boulevard
- Compliance with California Coastal Commission



# Parking Management



- Establish an Employee Parking Permit Program
  - Approximately 100 spaces in municipal beach lot
  - Hours of operation: 6am – 10am, week days
  - 1 permit per employee @ \$50/year
  - Compliance with California Coastal Commission